

DEREE COLLEGE SYLLABUS FOR:CN 4426 PUBLIC RELATIONS IN NON-PROFIT ORGANIZATIONS									
(Previously CN 4526 Public Relations in Non-Profit Organizations)									
(Updated: Fall 2020)									
US CREDITS: 3/0/3 UK LEVEL: 6 UK CREDITS: 15									
REREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics CN 2202 Writing for the Media CN 2203 Introduction to Public Relations								
CATALOG DESCRIPTION:	Understanding the challenges non-profits face in health, culture, education and human services. Budgeting and fundraising issues. Communicating with target audiences. Analysis of non-profit clients' social and political objectives.								
RATIONALE:	Students need to be able to design public relations strategies and apply techniques for non-profit organizations to achieve planned objectives. They also need to understand how to develop relationships with media publics and stakeholders, to network, and to promote organization goals. Upon completion of the module, students will be able to conduct comprehensive situation analysis in order to recommend and implement communication plans tailored to meeting goals and objectives.								
LEARNING OUTCOMES:	After taking this course, the students will be able to: 1. Demonstrate understanding of issues and critically assess them in relation to the role of public relations for a non-profit organization. 2. Design a public relations campaign for a non-profit organization by developing communication strategies and tactics through a situation analysis. 3. Apply a problem-solving approach in a variety of complex non-profit contexts while employing managerial competencies.								
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: - Classes consist of lectures and interactive learning (class discussions on contemporary or past events, as well as case studies assigned by the instructor). - Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class - Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can discuss the course material. - Use of a Blackboard site, where instructors can post lecture notes assignment instructions, timely announcements, and additional resources.								
ASSESSMENT:	<p>Formative:</p> <table border="1"> <tr> <td>Case studies discussion and analysis of NGOs campaigns</td> <td style="text-align: center;">0</td> </tr> </table> <p>Summative:</p> <table border="1"> <tr> <td>First assessment: Midterm examination (1-hour; problems/essay questions)</td> <td style="text-align: center;">20</td> </tr> <tr> <td>Second assessment: Portfolio (Digital Story mapping or other creative content)</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Third assessment: Individual project (3,800-4,000 words)</td> <td style="text-align: center;">70</td> </tr> </table>	Case studies discussion and analysis of NGOs campaigns	0	First assessment: Midterm examination (1-hour; problems/essay questions)	20	Second assessment: Portfolio (Digital Story mapping or other creative content)	10	Third assessment: Individual project (3,800-4,000 words)	70
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	<p>The Formative assessment prepares students for their final projects.</p> <p>The first assessment(midterm examination) tests Learning Outcomes 1. The second assessment (portfolio) assesses Learning Outcome 2. The third assessment (individual project) tests Learning Outcomes 2 and 3.</p> <p>Students are required to resit failed assessments in this module.</p>
<p>INDICATIVE READING:</p>	<p>1. Required textbook:</p> <p>Communicating Causes: Strategic Public Relations for the Non-Profit Sector, 1st Edition Edited by Nicky Garsten, Ian Bruce Routledge, 2018</p> <p>2. Further Reading:</p> <p>Andreasen, Alan R., and Kotler, Philip. Strategic Marketing for NonProfit Organizations. International Edition. Prentice Hall. 2003.- Bonk, Kathy, Tynes Emily, Griggs Henry Sparks, Phil, 2008. Strategic Communications for Nonprofits: A Step-by-Step Guide to working with the Media. San Francisco, CA: Wiley & Sons. Bray, Ilona, 2008. Effective Fundraising for Nonprofits. Berkeley, CA: Nolo. Brinckerhoff, Peter C. 2010. Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World. New Jersey: John Wiley andSons, Engel, J.F., Warshaw, M. Kinner T.C. and Reece, Bonnie B. 2000. Promotional Strategy. An integrated Marketing Communication Approach, Malog Lithographic Inc, Cincinnati Ohio, USA. Gregory, Anne, 2015, Planning and Managing Public Relations Campaigns Strategic Approach (PR In Practice), Kogan Page Limited.Haselwood Jeremy, 2018. The Digital Fundraising Blueprint. How to raise more money online for your NonProfit, Ampla, USA. Levinson, Jay C. Adkins, Frank, Forbes, Chris, 2010. Guerrilla Marketing for Nonprofits. Entrepreneur Press, Levinson, Jay C, Levinson, Jeannie Guerrilla 2011. Remix MarketingEntrepreneur Press. Patterson, Sally Radke, Janel, 2009. Strategic Communications for Non-Profit Organizations: Seven steps to creating a successful plan, 2nd edition, Jon Wiley & Sons, New Jersey, USA. Salamon M. Lester, Sokolowski S. Wojciech, 2017. Explaining Civil Society Development, John Hopkins University Press, USA. Waters D. Richard, 2015. Public Relations for the Non-Profit Sector, Routledge New York, USA.</p>
<p>WWW RESOURCES:</p>	<p>www.prplace.com www.prweb.com www.impulse-research.com www.impulse-research.com www.news bureau.com/tracking www.prcentral.com www.prsa.org/tactics www.prsa.org/strat www.abcomm.co.uk/prweek www.prweek.us.com</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word, PowerPoint, Excel</p>

COMMUNICATION REQUIREMENTS:	All presentations using proper English (oral and written)
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Civil Society Governance and Issues <ol style="list-style-type: none"> 1.1. Non-Profit PR as the Voice of Civil Society 1.2. Explaining Civil Society Developments 1.3. Testing the Social Origins Theory of Civil Society Development 1.4. Non-profit issues management: a new approach to resist the label of 'risk' 2. Communicating to build trust <ol style="list-style-type: none"> 2.1. Non-profit branding through marketing and PR 2.2. Internal communication in NGOs: planning an essential element of PR 2.3. Making a difference in the world – and proving it: PR measurement in the non-profit sector 2.4. Beyond clicks for causes: enabling agile digital communications 2.5. Social enterprise PR: doing business whilst doing good 2.6. Strategic illustrations of non-profit success. An exploration into the evolution, purposes and ethics of case studies 3. Strategic Communications Planning Process <ol style="list-style-type: none"> 3.1. Why Strategic Communications Matters 3.2. Benefits of Strategic Communications Planning 3.3. Roles and Responsibilities in Strategic Communications Planning 3.4. Prepare to Plan: Strategic Communications Is Grounded in the Mission 3.5. Communication Audit: Purpose and Components of Communication Audit 3.6. Methodology of Communication Auditing 3.7. The situation analysis 3.8. Internal & External Analysis in the context of planning 3.9. Target Audiences & Stakeholders 4. Issues Frames & Messages <ol style="list-style-type: none"> 4.1. Positioning the NGO 4.2. Message Frames 4.3. Media Role in Framing 4.4. Episodic and Thematic Frames 4.5. Conducting a Framing Analysis 5. Advancing the Plan: Vehicles and Dissemination Strategies <ol style="list-style-type: none"> 5.1. Criteria for Selecting Strategies 5.2 Audience Responsiveness 5.3. How the Strategy or Vehicle Will Influence the Audience's Perceptions 5.4. Controlling the Message 5.5. Effort to Implement 5.6. Building a Comprehensive Portfolio of Communications Vehicles to Support the Communications Objectives 5.7. Budget Issue 6. Fundraising for the Non-Profit Sector <ol style="list-style-type: none"> 6.1. Fundraising for Charities and NGO: Techniques & Tools 6.2. Online Fundraising 7. Advocacy <ol style="list-style-type: none"> 7.1. Advocacy & Policy Changes 7.2. Advocacy communication special characteristics 8. The future of the Non-Profit Sector.